

October 26, 1942

Mr. Alois Fabry  
Cluett, Peabody and Co., Inc.  
New York N. Y.

Dear Mr. Fabry:

I trust the recording reached you safely and that it was satisfactory.

We have just finished our survey on the Arrow Shirts listening audience. The results are in Mr. Bloch's hands and he will no doubt have the complete job for you in the very near future.

We surveyed a total of 18 persons. We asked, "Do you listen to the Arrow 'Sidelines on Sports' program?" 91 or 84.3% of the total answered 'yes'. 17 or 15.7% said 'no'. We asked, "What is your reaction to the program?" The above 84.3% liked the program's make-up and had no suggestions to offer. A point I think worth mentioning was that 8 of the above volunteered the information that they had purchased Arrow shirts recently.

Generally, I think the program has been very successful. It's a good one and the commercials were in very good taste.

I was delighted to see the Arrow advertising make-up in the 'Daily Princetonian' this morning. Since I have been connected with advertising in Princeton I have been trying with every account we've had, to induce them to use a published medium for publicising their own show. I had no success whatsoever. It's good to find another with ideas parallel to my own.

It has been a pleasure to work with you and I hope that we shall be able to serve you once more.

Yours very truly,

Addison R. Taylor  
Business Manager